

## Publisher's Statement

6 months ended June 30, 2019, *Subject to Audit*

Annual Frequency: 12 times/year

Field Served: A general interest magazine that communicates true, first-person stories of hope and inspiration.

Published by: Guideposts

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,180,319	320	1,180,639	1,125,000	55,639

### TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan	1,206,311	6,250	1,212,561	31,320		31,320	1,243,881		392	392	1,237,631	6,642	1,244,273
Feb	1,186,080	6,020	1,192,100	42,700		42,700	1,234,800		264	264	1,228,780	6,284	1,235,064
Mar	1,171,106	6,018	1,177,124	19,365		19,365	1,196,489		435	435	1,190,471	6,453	1,196,924
Apr	1,136,877	5,593	1,142,470	4,860		4,860	1,147,330		226	226	1,141,737	5,819	1,147,556
May	1,116,421	5,543	1,121,964	4,140		4,140	1,126,104		348	348	1,120,561	5,891	1,126,452
Jun/Jul	1,104,490	5,477	1,109,967	23,340		23,340	1,133,307		255	255	1,127,830	5,732	1,133,562
<b>Average</b>	<b>1,153,548</b>	<b>5,817</b>	<b>1,159,365</b>	<b>20,954</b>		<b>20,954</b>	<b>1,180,319</b>		<b>320</b>	<b>320</b>	<b>1,174,502</b>	<b>6,137</b>	<b>1,180,639</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	913,581	5,782	919,363	77.9
Partnership Deductible Subscriptions	5		5	0.0
Sponsored Subscriptions	239,962	35	239,997	20.3
<b>Total Paid Subscriptions</b>	<b>1,153,548</b>	<b>5,817</b>	<b>1,159,365</b>	<b>98.2</b>
<b>Verified Subscriptions</b>				
Public Place	2,154		2,154	0.2
Individual Use	18,800		18,800	1.6
<b>Total Verified Subscriptions</b>	<b>20,954</b>		<b>20,954</b>	<b>1.8</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>1,174,502</b>	<b>5,817</b>	<b>1,180,319</b>	<b>100.0</b>
<b>Single Copy Sales</b>				
Single Issue		320	320	0.0
<b>Total Single Copy Sales</b>		<b>320</b>	<b>320</b>	<b>0.0</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>1,174,502</b>	<b>6,137</b>	<b>1,180,639</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2018	1,350,000	1,324,817	1,324,817		
6/30/2017	1,450,000	1,431,337	1,431,337		
6/30/2016	1,500,000	1,528,560	1,528,560		

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## PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$2.99		
Subscription	\$16.94		
Average Subscription Price Annualized (3)		\$16.20	\$15.96
Average Subscription Price per Copy		\$1.35	\$1.33

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2018

(3) Based on the following issue per year frequency: 12

## ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions  
 Geographic Data  
 Analysis of New & Renewal Paid Individual Subscriptions  
 Trend Analysis

## ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
<b>Public Place</b>			
Hotels/Lodges	2,154		2,154
<b>Total Public Place Copies</b>	<b>2,154</b>		<b>2,154</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	18,800		18,800
<b>Total Individual Use Copies</b>	<b>18,800</b>		<b>18,800</b>

## RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

## NOTES

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 3

**Renewal %:** Renewal of Paid subscriptions:  
 Total expirations during 12 months: 1,440,251  
 Total renewals of those expirations: 1,031,673  
 Renewals percentage: 71.6

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 109,132

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: Guideposts  
 GUIDEPOSTS, published by Guideposts \* 39 Old Ridgebury Road \* Danbury, CT 06810

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